

# CONTRACT



**WOWT**  
**3501 Farnam St.**  
**Omaha, NE 68131**  
**Sales T & C: www.gray.tv/advertising**  
**(402) 346-6666**

<u>Contract / Revision</u> 2124317 /		<u>Alt Order #</u>
<u>Advertiser</u> Herbster for Nebraska		<u>Original Date / Revision</u> 06/29/21 / 06/29/21
<u>Contract Dates</u> 06/30/21 - 07/25/21	<u>Estimate #</u> 1804	
<u>Product</u> Education :30		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Order Type</u> NORMAL		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 152003		<u>Advertiser Ref</u> 190878

And:

**People Who Think**  
**4250 Hwy 22**  
**Ste 7**  
**Mandeville, LA 70471**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOWT	06/30/21	07/25/21	Morning News Show	5a-6a		:30			NM	8	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/28/21	07/04/21	--WTF--				2	\$280.00			
	Week:	07/05/21	07/11/21	MTWTF--				2	\$280.00			
	Week:	07/12/21	07/18/21	MTWTF--				2	\$280.00			
	Week:	07/19/21	07/25/21	MTWT---				2	\$280.00			
N 2	WOWT	06/30/21	07/02/21	Daybreak @ 430a	430a-5a		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/28/21	07/04/21	--WTF--				1	\$110.00			
N 3	WOWT	06/30/21	07/25/21	Weekend News Su	658a-8a		:30			NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/28/21	07/04/21	-----				0	\$0.00			
	Week:	07/05/21	07/11/21	-----S				1	\$240.00			
	Week:	07/12/21	07/18/21	-----				0	\$0.00			
	Week:	07/19/21	07/25/21	-----S				1	\$240.00			
N 4	WOWT	06/30/21	07/25/21	Midday News	11a-12p		:30			NM	12	\$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/28/21	07/04/21	--WTF--				3	\$280.00			
	Week:	07/05/21	07/11/21	MTWTF--				3	\$280.00			
	Week:	07/12/21	07/18/21	MTWTF--				3	\$280.00			
	Week:	07/19/21	07/25/21	MTWTF--				3	\$280.00			
N 5	WOWT	06/30/21	07/25/21	News @ 5p M-F	457p-530p		:30			NM	12	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/28/21	07/04/21	--WTF--				3	\$800.00			
	Week:	07/05/21	07/11/21	MTWTF--				3	\$800.00			
	Week:	07/12/21	07/18/21	MTWTF--				3	\$800.00			
	Week:	07/19/21	07/25/21	MTWTF--				3	\$800.00			
N 6	WOWT	06/30/21	07/25/21	News @ 630p M-F	630p-7p		:30			NM	12	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/28/21	07/04/21	--WTF--				3	\$800.00			
	Week:	07/05/21	07/11/21	MTWTF--				3	\$800.00			
	Week:	07/12/21	07/18/21	MTWTF--				3	\$800.00			
	Week:	07/19/21	07/25/21	MTWTF--				3	\$800.00			
N 7	WOWT	06/30/21	07/25/21	News @ 5p Sa	459p-530p		:30			NM	2	\$1,800.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at [www.gray.tv/advertising](http://www.gray.tv/advertising).



**WOWT**  
**3501 Farnam St.**  
**Omaha, NE 68131**  
**Sales T & C: www.gray.tv/advertising**  
**(402) 346-6666**

<u>Contract / Revision</u> 2124317 /		<u>Alt Order #</u>
<u>Advertiser</u> Herbster for Nebraska		<u>Original Date / Revision</u> 06/29/21 / 06/29/21
<u>Contract Dates</u> 06/30/21 - 07/25/21	<u>Product</u> Education :30	<u>Estimate #</u> 1804

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 06/28/21   07/04/21   -----   0   \$0.00 Week: 07/05/21   07/11/21   -----S-   1   \$900.00 Week: 07/12/21   07/18/21   -----   0   \$0.00 Week: 07/19/21   07/25/21   -----S-   1   \$900.00												
N 8	WOWT	06/30/21	07/25/21	News @ 630p Sa	630p-7p		:30			NM	2	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 06/28/21   07/04/21   -----S-   1   \$700.00 Week: 07/05/21   07/11/21   -----   0   \$0.00 Week: 07/12/21   07/18/21   -----S-   1   \$700.00 Week: 07/19/21   07/25/21   -----   0   \$0.00												
N 9	WOWT	06/30/21	07/25/21	News @ 5p Su	459p-530p		:30			NM	2	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 06/28/21   07/04/21   -----   0   \$0.00 Week: 07/05/21   07/11/21   -----S   1   \$800.00 Week: 07/12/21   07/18/21   -----   0   \$0.00 Week: 07/19/21   07/25/21   -----S   1   \$800.00												
N 10	WOWT	06/30/21	07/25/21	Sa Jeopardy	6p-630p		:30			NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 06/28/21   07/04/21   -----   0   \$0.00 Week: 07/05/21   07/11/21   -----S-   1   \$500.00 Week: 07/12/21   07/18/21   -----   0   \$0.00 Week: 07/19/21   07/25/21   -----S-   1   \$500.00												
N 11	WOWT	06/30/21	07/25/21	News @ 10p M-F	10p-1035p		:30			NM	10	\$10,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 06/28/21   07/04/21   --WTF--   2   \$1,050.00 Week: 07/05/21   07/11/21   MTWTF--   3   \$1,050.00 Week: 07/12/21   07/18/21   MTWTF--   2   \$1,050.00 Week: 07/19/21   07/25/21   MTWTF--   3   \$1,050.00												
N 12	WOWT	06/30/21	07/25/21	News @ 10p Sa	10p-1035p		:30			NM	2	\$2,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 06/28/21   07/04/21   -----S-   1   \$1,000.00 Week: 07/05/21   07/11/21   -----   0   \$0.00 Week: 07/12/21   07/18/21   -----S-   1   \$1,000.00 Week: 07/19/21   07/25/21   -----   0   \$0.00												
N 13	WOWT	06/30/21	07/25/21	News @ 10p Su	10p-11p		:30			NM	2	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 06/28/21   07/04/21   -----   0   \$0.00 Week: 07/05/21   07/11/21   -----S   1   \$800.00 Week: 07/12/21   07/18/21   -----   0   \$0.00 Week: 07/19/21   07/25/21   -----S   1   \$800.00												
N 14	WOWT	07/18/21	07/18/21	Open Championship	Various		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 07/12/21   07/18/21   -----S   1   \$1,000.00												
<b>Totals</b>											<b>70</b>	<b>\$46,290.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/28/21 - 07/25/21	70	\$46,290.00	(\$6,943.50)	\$39,346.50
<b>Totals</b>	<b>70</b>	<b>\$46,290.00</b>	<b>(\$6,943.50)</b>	<b>\$39,346.50</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at [www.gray.tv/advertising](http://www.gray.tv/advertising).



**WOWT**  
**3501 Farnam St.**  
**Omaha, NE 68131**  
**Sales T & C: [www.gray.tv/advertising](http://www.gray.tv/advertising)**  
**(402) 346-6666**

<u>Contract / Revision</u> 2124317 /		<u>Alt Order #</u>
<u>Advertiser</u> Herbster for Nebraska		<u>Original Date / Revision</u> 06/29/21 / 06/29/21
<u>Contract Dates</u> 06/30/21 - 07/25/21	<u>Product</u> Education :30	<u>Estimate #</u> 1804

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at [www.gray.tv/advertising](http://www.gray.tv/advertising).